



VIRTUOSO

VIRTUOSO TRAVEL WEEK EXPANDS ITS GLOBAL FOOTPRINT THIS YEAR, REINFORCING ITS ROLE AS LUXURY TRAVEL'S POWERHOUSE EVENT

NEW YORK (August 4, 2025) – Luxury travel's most iconic event returns to Las Vegas this August as [Virtuoso](#) hosts its 37th annual Virtuoso Travel Week—often hailed as “the Fashion Week of Travel.” Taking place August 9–15 across Bellagio Resort & Casino, ARIA Resort & Casino, The Cosmopolitan of Las Vegas and Vdara Hotel & Spa, the weeklong event will bring together thousands of the industry's most influential agencies, advisors and travel companies from over 105 countries. As the leading global network for luxury and experiential travel, Virtuoso continues to shape the future of high-end travel, cementing its expanding influence on a worldwide stage.

Known in the industry as a space to exchange ideas, strengthen relationships and determine what's new and next, Virtuoso Travel Week focuses on enhancing human connection in the network – building relationships that enhance the traveler experience, and in turn, increase sales. Virtuoso revitalizes the event format annually based on attendee feedback, and this year, it is offering over 40 percent more matched appointments between advisors and preferred partners. Matched appointments allow attendees to submit preferences for the individuals they wish to meet, and they are then matched via a proprietary system to ensure curated, productive networking sessions. Another option is assigned appointments for those who prefer a more turnkey experience, where a full schedule of appointments is curated by Virtuoso, providing an opportunity to connect with individuals they may not otherwise meet. Lastly, self-selected appointments remain, ultimately giving attendees the ability to further tailor their networking schedule.

Two new activations are set to be introduced to the Virtuoso Travel Week campus, as well: Themed Connects and Mindfulness Rooms. Themed Connects offer three interactive networking sessions focused on unique niches including new-to-Virtuoso partners, LGBTQ+ travel and luxury golf. The goal is to give members a space to connect with a diverse range of Virtuoso preferred partners that specialize in these specific categories. Meanwhile, Mindfulness Rooms are designated spaces at both Bellagio and Aria that are designed to promote relaxation, emotional wellbeing and mental clarity during the stimulating week.

Guest favorites, Community Globetrotting and Braindate, will return. Globetrotting spotlights the Virtuoso Communities – cruise, adventure, family, culinary, sustainability wellness and ultra-luxe travel – on August 9-10. Globetrotting provides Virtuoso members and partners with structured time to discover new product offerings in an immersive environment and has proven its success in engaging participants and driving sales. Braindate offers one-on-one or small-group conversations on topics posted by attendees before and during the event. This platform allows participants to brainstorm, tackle challenges and gain insights with like-minded individuals. Held daily August 11-14, Braindate fosters deeper connections through purposeful discussions, offering valuable knowledge that goes above and beyond event programming.

The annual event promises to generate excitement across the industry, spotlighting high-profile speakers, world-class entertainment, impactful development opportunities and meaningful insights. As always, Virtuoso Travel Week will begin with an inspiring Opening Session, where attendees will hear from this year's guest speaker Will Guidara, former co-owner of the renowned Eleven Madison Park, which acquired three Michelin stars under his leadership philosophy of “unreasonable hospitality.” His best-selling book of the same name, *Unreasonable Hospitality*, explores how the pursuit of human connection can give people an experience they'll remember forever. Additional noteworthy guests include award-winning actor, musician and writer Joel Jackson, who will serve as master of ceremonies for Virtuoso

Week's closing Awards Gala, plus entertainment from *Hamilton*'s Tony and Grammy-award-winning performer, Leslie Odom Jr.

Another highlight of Virtuoso Travel Week is the Travel Tech Summit, a one-of-a-kind event focused on utilizing smart technology to elevate and enhance human connection, rather than replace it. Led by tech entrepreneur, investor and Virtuoso board member, Gilad Berenstein, the fourth annual Summit will address key trends and focus on developments in travel technology within the Virtuoso network. Due to high demand, Virtuoso has almost doubled the capacity of this year's Tech Summit and is expecting 500 attendees.

An Editor's Lounge will allow attendees to meet with the team behind the network's award-winning *Virtuoso, The Magazine*, while the event's dedicated press program will see attendance by more than 60 journalists from nine countries around the globe.

Additional highlights from the event are forthcoming. Follow Virtuoso Travel Week's happenings, from award winners to trends and insights, in real-time via the network's social media channels: @VirtuosoLtd on Instagram and Virtuoso Travel on Facebook and LinkedIn. For more information on Virtuoso, visit www.virtuoso.com.

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About Virtuoso

Virtuoso is the leading global travel agency network specializing in luxury and experiential travel. This by-invitation-only organization comprises over 1,200 travel agency locations with more than 20,000 travel advisors in 58 countries throughout North America, Latin America, the Caribbean, Europe, Asia-Pacific, Africa and the Middle East. Drawing upon its preferred relationships with 2,300 of the world's best hotels and resorts, cruise lines, airlines, tour companies and premier destinations, the network provides its upscale clientele with exclusive amenities, rare experiences and privileged access. Normalized annual sales of (U.S.) \$35 billion make Virtuoso a powerhouse in the luxury travel industry. For more information, visit www.virtuoso.com.

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